

Weatherford Retailers Share Professional Dress Tips to Students

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The Kloset employee Kim Standiford gives a professional dress presentation as SWOSU student Jamie Forrest models an outfit.

The Kloset owner Martha Sauer makes a point about professional dress worn by SWOSU students Jamie Forrest and Lynn Brandly.

Southwestern Oklahoma State University female students currently enrolled in Professional Issues, an entrepreneurship class in the School of Business and Technology, recently visited The Kloset, a women's retail store located on Weatherford's West Main Street.

Martha Sauer, owner for the last 35 years, shared her thoughts on the value of professional dress. Kim Standiford, employee at The Kloset, gave a presentation, and two young ladies from the class modeled outfits that Sauer and Standiford suggested.

Earlier in the semester, male students enrolled in the course visited Butcher's Men Wear and heard from Phillip Reid, publisher of the Weatherford Daily News. He spoke about men's professional dress and proper fit of men's wear.

"Hearing about professional dress from people who work in the retail industry gives students another perspective on the importance of professional dress. Because appearance is so important when making a first impression, knowing the correct type of clothes is a vital part of professional issues." said Dr. Patsy Parker, assistant professor of the PI course. "We had a great time during our visits to downtown Weatherford, and we really appreciate the hospitality extended by Ferrell Butcher of Butcher's and Martha Sauer of The Kloset."

SWOSU's Department of Entrepreneurship offers the professional issues course. It is an in-depth study of human relations, job searching, interviewing, resume writing, business etiquette and workplace development. The students also participate in numerous events during the semester.

The class participates in activities that help students better understand their strengths and improvements, using programs like "True Colors." Guest speakers for the class have included such people as Chris McKeever, a SWOSU graduate and marketing manager for Sonic, and former SWOSU President Dr. Joe Anna Hibler.